



A STUDY ON THE IMPACT OF ADVERTISEMENT ON BUYING BEHAVIOR OF CONSUMERS IN KORAMANGALA, BENGALURU

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ABSTRACT

Consumer, as the King, really decides what should be manufactured by a firm. To satisfy the consumers as well as to sustain in the cut-throat competitive world, it is necessary for the firm to fulfil the expectations of buyers. Consumers differ from each other in their cultural and socio-economic status so there is no option for the manufacturers to know which marketing strategies attract more consumers, what efforts make the consumers preventing from switching over to other brands etc. According to the researcher, knowing the changing attitude of consumers towards the effectiveness of advertisements in various media is always an attractive topic to be discussed.

For this research work, to test the impact of advertisement on buying behaviour of consumers in Koramangala, Bangalore district total of 87 samples were collected by using a convenient sampling method through a well-framed questionnaire. Hope, the findings and suggestions would be useful for advertisers to frame their advertisement campaigns effectively in the future. The data has been analysed by using Mean, Percentage analysis, Chi-Square Test, and Henry Garrett Ranking method tools to find out the results with the help of Statistical Package for Social Science (SPSS) software.

KEYWORDS: Advertisement, Attitude, Buying Behaviour, Consumers, Impact.

INTRODUCTION

Advertisement is the only possible as well as effective way to reach future customers. Without proper advertisement campaigns, manufacturers or advertisers could not communicate general public about their product, its unique features, price, quality etc. Therefore, advertisement is the foundation of any company to survive in the competitive world.

The impact of advertisements might not rely on the immediate acceptance of advertising propositions, however obtainable product expertise, effects of communications, time of exposure, past expertise, memory recall or views of friends and relatives shall be examined. Whereas the media area unit is valued for its informational and diversion functions, they conjointly offer a vital business operation as a vehicle for advertising. The wide coverage of the mass media makes them ideal vehicles for advertisers. World Health Organization has to be compelled to reach an oversized audience (Deighton 1984).

There is no single line of advertising effectiveness because it is full of a variety of things. Generally, there are two approaches used: communication impact analysis and Sales impact analysis. Researchers have tried to estimate the results of advertising on complete sales victimisation field knowledge (Vakratsas & Saunterer 1999).

Review of Literature

Awan et al. (2016) explain the factors as likewise the necessity of advertisement, the pleasure of advertisement, the dominance of advertisement, brand recall advertisement, and stimulation of advertisement. These are very helpful in creating and shifting the consumer's buying behaviour which is a very positive sign for advertising and marketing companies. Our results also proved the model of the study which reveals that advertisements have a significant impact on consumers' buying behaviour and widen their choices.

Kumar and Gupta (2015) concluded that all marketing starts with the consumer so the consumer is very important to a marketer. A consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. Hence, to survive in the market it is a must to know the trends of consumers' preferences. The study of

consumer preference not only focuses on how and why consumers make buying decisions but also focuses on how and why consumers make their choice of purchase.

Johar (2015) explained that the character, behaviour and attitude of consumers are the important dimensions in the decision-making process. A consumer is one who does some physical activities and deliberates to take decisions concerning the purchase and disposal of to evaluate products and services. The purchase decision process which is characterized as more complex in its nature has been subject to research often, only recently.

Hemanth Kumar (2014) defines marketing personnel are constantly analysing

the patterns of buying behaviour and purchase decisions to predict future trends. Consumer behaviour can be explained as the analysis of how, when, what and why people buy.

Amutha and Sulthana (2011) said that the attitude of people in Chennai city has become changed due to various reasons such as updated technology, improved status and the influence of reference groups. Advertisement is considered one of the main strategies to reach people and persuade them to try new arrivals in the market. Under this study, it is found that low-income groups are always concerned about the price of goods and on the contrary, middle-class people give more importance to the brand image of the product.

Abaya and Khoshtinat (2004) explained that the impact of advertising on attracting the consumer, when the individual's mind is engaged with the considered product, positively affects his/her tendency to search for more details of the product. In order to collect information, they start to google the product for comparative purposes. Truly speaking, this online platform is best for marketers to showcase their products and their unique features to future customers.

Objectives of the study

- To evaluate the demographic factors of consumers.
- To examine the Impact of advertisements on buying behavior.
- To suggest ideas based on the data analysis.

Research Methodology

In the present research work, primary data were collected through a structured questionnaire from eighty-seven respondents in Koramangala, Bangalore district. The secondary data were collected from journals, magazines & websites. For data analysis, Mean, Percentage analysis, Chi-Square Test, and Henry Garrett Ranking method were used by employing SPSS software. The respondents were chosen by using a convenient sampling method.

Hypotheses of the study

Three hypotheses have been framed for this research study.

- There is no significant relationship between the age of the respondents and the level of impact of the advertisement.
- There is no significant relationship between age and satisfaction with the advertised product at the time of usage.
- There is no significant association between income and satisfaction with the advertised product at the time of usage.

Data Analysis and Interpretation

Profile of the respondents

Table.1 depicts the personal profile of the respondents.

Table-1: Personal Profile of the Respondents

| Variables | Particulars | No. of Respondents | % |
|---------------------------|----------------------|--------------------|------|
| Gender | Male | 36 | 41.4 |
| | Female | 51 | 58.6 |
| Age | 18 – 21 years | 48 | 55.2 |
| | 22 – 25 years | 29 | 33.3 |
| | Above 25 years | 10 | 11.5 |
| Marital Status | Married | 11 | 12.6 |
| | Unmarried | 76 | 87.4 |
| Nature of Residing Area | Rural | 23 | 26.4 |
| | Urban | 64 | 73.6 |
| Educational Qualification | PU | 5 | 5.8 |
| | Diploma | 7 | 8.1 |
| | UG | 59 | 67.8 |
| | PG | 12 | 13.8 |
| | Others | 4 | 4.5 |
| Monthly Family Income | Less than Rs. 20,000 | 26 | 29.9 |
| | 20,000 – 30,000 | 30 | 34.5 |
| | 30,000 – 40,000 | 12 | 13.8 |
| | 40,000 – 50,000 | 8 | 9.2 |
| | Above 25,000 | 11 | 12.6 |

Source: Primary Data

Level of Impact of Advertisement

The following table shows the level of impact of advertisement.

Table-2: Level of Impact of Advertisement

| Level of impact of advertisement | No. of respondents | % |
|----------------------------------|--------------------|-------|
| More impact | 19 | 21.8 |
| Moderate impact | 59 | 67.8 |
| No impact | 9 | 10.4 |
| Total | 87 | 100.0 |

Source: Primary Data

The above table indicates that out of 87 respondents, 67.8% of respondents are moderately influenced by advertisements, 21.8% of respondents are highly influenced by advertisements and only 10.4% of respondents are not influenced by any advertisements.

Influencing Reason

The following factors depict the influencing reason for the purchase decisions of consumers.

Table-3: Influencing Reason

| Influencing Reason | No. of respondents | % |
|--------------------|--------------------|-------|
| Attractiveness | 34 | 39.1 |
| Informative | 29 | 33.3 |
| Comparative | 16 | 18.4 |
| Brand Ambassadors | 8 | 9.2 |
| Total | 87 | 100.0 |

Source: Primary Data

The above table conveys that out of 87 respondents, 39.1% of respondents are influenced by the attractiveness of advertisements, 33.3% of respondents find the advertisements more informative, 18.4% of respondents believed it is comparative and only 9.2% of respondents were influenced by celebrity endorsement.

Table-4: Your opinion about the media advertisement

| S. No | Media Advertisement | No. of respondents | % |
|-------|-----------------------|--------------------|------|
| 1 | Creates awareness | 55 | 63.2 |
| 2 | Boring | 7 | 8.05 |
| 3 | Misleading | 11 | 12.7 |
| 4 | Inducing | 4 | 4.6 |
| 5 | Exaggeration of facts | 4 | 4.6 |
| 6 | One-sided message | 6 | 6.9 |

Source: Primary Data

The above table shows that out of 87 respondents, 63.2% respondents opined that media advertisement creates awareness about the product or service available in the market and less no. of respondents (4.6%) believes advertisement induced to buy products and exaggerate the actual facts regarding products and services which misguide the customers.

Table-5: Origin of information about the product

| S. No | Origin of information | No. of respondents | % |
|-------|---|--------------------|------|
| 1 | Friends, Relatives & Co -workers | 55 | 63.2 |
| 2 | Through pamphlets, articles, books etc. | 6 | 6.9 |
| 3 | Media advertisement | 16 | 18.4 |
| 4 | Previous own experience | 3 | 3.5 |
| 5 | Salesman | 0 | 0.0 |
| 6 | Internet | 7 | 8.0 |

Source: Primary Data

The above table reveals that out of 87 respondents, 63.2% of respondents collect information about the product through their friends, relatives, and co-workers and 18.4% of respondents' source of information is media advertisement. 5% of respondents get a perception about the product through their own experience with the product.

Satisfaction of advertised product at its usage

Satisfaction of consumers leads to the success of any product/firm in the long run so it is advisable to get opinions about the advertised product at the time of usage of it. Here is the Table.6 portrays the satisfaction of users of the advertised product.

Table-6: Satisfied with the advertised product at the time of using

| Satisfied with the advertised product | No. of respondents | % |
|---------------------------------------|--------------------|-------|
| Yes | 60 | 68.9 |
| No | 27 | 31.1 |
| Total | 87 | 100.0 |

Source: Primary Data

Table 6 reveals that 68.9% of respondents are satisfied with the advertised product at the time of usage and 31.1% of respondents are not satisfied with the advertised product.

Hypothesis Analysis

Hypothesis I

Null Hypothesis

There is no significant association between the age of the respondents and the level of impact of the advertisement.

Table-7: Association between age of the respondents and level of impact of advertisement - Result of Cross Table

| Age of the respondents | Level of Impact of Advertisement | | | Total |
|------------------------|----------------------------------|----------------------|-----------------|-------|
| | Highly Influencing | Moderate Influencing | Not Influencing | |
| 18 - 21 | 9 | 34 | 5 | 48 |
| | 18.8% | 70.8% | 10.4% | 100% |
| 22 - 25 | 8 | 18 | 3 | 29 |
| | 27.6% | 62.1% | 10.3% | 100% |
| Above 25 | 2 | 7 | 1 | 10 |
| | 20.0% | 70.0% | 10.0% | 100% |
| Total | 19 | 59 | 9 | 87 |
| | 21.8% | 67.8% | 10.3% | 100% |

Source: Primary Data

Table-8: Association between age of the respondents and level of impact of advertisement – Chi-Square Test

| | Value | df. | Asymp. Sig. (2-sided) |
|------------------------------|-------------------|-----|-----------------------|
| Pearson Chi-Square | .878 ^a | 4 | .928 |
| Likelihood Ratio | .858 | 4 | .930 |
| Linear-by-Linear Association | .145 | 1 | .704 |
| N of Valid Cases | 87 | | |

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.03.

From the Table.8 it is found that the p-value (0.928) is greater than the Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. So, it is concluded that the level of impact of advertisement is not dependent on the age of the respondents.

Hypothesis II**Null Hypothesis**

There is no significant association between age and satisfaction with the advertised product at the time of usage of the advertised product.

Table-9: Relationship between age and satisfaction with the advertised product at the time of usage - Result of Cross Table.

| Age of the respondents | Satisfied with the advertised product at the time of usage | | Total |
|------------------------|--|-------|-------|
| | Yes | No | |
| 18 - 21 | 33 | 15 | 48 |
| | 68.8% | 31.2% | 100% |
| 22 - 25 | 22 | 7 | 29 |
| | 75.9% | 24.1% | 100% |
| Above 25 | 5 | 5 | 10 |
| | 50.0% | 50.0% | 100% |
| Total | 60 | 27 | 87 |
| | 69.0% | 31.0% | 100% |

Source: Primary Data

Table-10: Relationship between age and satisfaction with advertised product at the time of usage - Chi-Square Test

| | Value | df. | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|-----|-----------------------|
| Pearson Chi-Square | 2.326 ^a | 2 | .313 |
| Likelihood Ratio | 2.230 | 2 | .328 |
| Linear-by-Linear Association | .359 | 1 | .549 |
| N of Valid Cases | 87 | | |

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.10.

From Table-10, it is found that the p-value (0.313) is greater than Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. So, it is concluded that the satisfaction of the respondents with the advertised product at the time of usage is not dependent on the age of respondents.

**Hypothesis III
Null Hypothesis**

There is no significant relationship between the income of the respondents and satisfaction with the advertised product at the time of usage.

Table-11: Association between the income of the respondent and satisfaction with the advertised product at the time of using - Result of Cross Table

| Monthly Income of a family | Satisfied with the advertised product | | Total |
|----------------------------|---------------------------------------|-------|-------|
| | Yes | No | |
| Less than Rs. 20,000 | 22 | 4 | 26 |
| | 84.6% | 15.4% | 100% |
| 20,000 – 30,000 | 19 | 11 | 30 |
| | 63.3% | 36.7% | 100% |
| 30,000 – 40,000 | 7 | 5 | 12 |
| | 58.3% | 41.7% | 100% |
| 40,000 – 50,000 | 6 | 2 | 8 |
| | 75.0% | 25.0% | 100% |
| Above 50,000 | 6 | 5 | 11 |
| | 54.5% | 45.5% | 100% |
| Count | 60 | 27 | 87 |
| Total | 69.0% | 31.0% | 100% |

Source: Primary Data

Table-12: Association between the income of the respondent and satisfaction with the advertised product at the time of using: Chi-square Test

| | Value | df. | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|-----|-----------------------|
| Pearson Chi-Square | 5.258 ^a | 4 | .262 |
| Likelihood Ratio | 5.561 | 4 | .234 |
| Linear-by-Linear Association | 2.489 | 1 | .115 |
| N of Valid Cases | 87 | | |

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.48.

From Table-12, it is found that the p-value (0.262) is greater than Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. So, it is concluded that the satisfaction of the respondents with the advertised product at the time of usage is not dependent on the income of the respondents.

Table-13: Factors considered while deciding to buy the product (Garrett Ranking Technique)

| S. No | Factors | Garrett Score | Ranks |
|-------|-----------------------|---------------|-------|
| 1 | Brand | 1532.52 | 3 |
| 2 | Price | 1394.51 | 5 |
| 3 | Quality | 1052.28 | 8 |
| 4 | Design | 1054.57 | 7 |
| 5 | Packaging | 1431.57 | 4 |
| 6 | Discount offers | 818.58 | 10 |
| 7 | Warranty | 1044.73 | 9 |
| 8 | Celebrity endorsement | 1803.86 | 1 |
| 9 | Door delivery | 1338.58 | 6 |
| 10 | After-sale service | 1618.98 | 2 |

From Table-13, it is evident that respondents rated celebrity advertisement as rank 1 followed by After sale service (ranked 2) and Brand image/popularity (ranked 3).

Table-14: Media influence your purchase decision (Garrett Ranking Technique)

| S. No | Factors | Garrett Score | Ranks |
|-------|---------------------------|---------------|-------|
| 1 | Newspaper, Magazines | 300.69 | 3 |
| 2 | Hoardings & Banners | 178.10 | 5 |
| 3 | Internet, Facebook, Blogs | 437.76 | 1 |
| 4 | F. M Radio | 222.47 | 4 |
| 5 | Television | 363.33 | 2 |

From Table-14, it is clear that respondents find social media (Internet, Facebook, Blogs, Twitter etc.) in the first place which influences their purchase decision. It is followed by Television media in second place (ranked 2) and Newspaper, Magazines has taken third place (ranked 3).

Findings

- Majority of the respondents are female.
- Majority of the respondents belong to the age group of 18 to 21 years.
- Majority of the respondents are unmarried.
- Majority of the respondents are from urban backgrounds.
- Majority of the respondents are undergraduates.
- Majority of the respondents are earning Rs.20,000 to Rs.30,000 as their family monthly income.
- Majority of the respondents are moderately influenced by advertisements.
- Majority of the respondents are influenced by the attractiveness of advertisements.
- From the various features of media advertisement, creating awareness is rated high.
- Majority of the respondents agree that the main source of information for a purchase decision is from friends, relatives, and co-workers.
- Majority of the respondents were satisfied with the advertised product at the time of usage of those products.
- Majority of the respondents rated celebrity advertisement as rank 1.
- Majority of the respondents find social media (Internet, Facebook, Blogs, Twitter, etc.) in the first place which influence their purchase decision.

Suggestions

Based on this research study, the following points are suggested to whomsoever it is concerned.

- Social media, Television, Newspapers & Magazines, F.M Radio, and Hoardings & Banners (respectively) are the major dominant media for consumers' purchase decisions in Koramangala, Bengaluru. So, it is advisable to utilize social media platforms more to reach a target group of people in the locality.
- From the various features of media advertisement, creating awareness about the new product is given a high rank. Therefore, giving more details about the product such as special features, price, comparative benefits, ingredients, uses, etc. is suggested for the betterment of the effects of advertisement.

- Majority of the respondents are influenced by the attractiveness of advertisements so it is wise to make advertisements in a colorful way by adding animation, graphics, moving images, music and sound technology, etc.

CONCLUSION

The present research study ends up with the conclusion that celebrity endorsement, after-sale service, and brand popularity are important variables that influence the consumer's decision-making process. Along with those variables gender, age, marital status, area of residence, literacy level, and monthly income are also reasons to get attracted to the advertisement and their buying behavior. In order to make the advertising appeals firm the advertisers should focus on these factors to fascinate customers toward their brand.

Few brands/firms are familiar and successful in the market because it is the reason for their intelligent presentation of marketing strategies. In fact, attracting and retaining customers is more difficult rather than producing goods so it is very clear advertising is one of the prominent means to convince and persuade consumers to buy their company's product.

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